



FRANCHISE *EXPRESS*

*Starting a Small Business
or a Franchise in a Down
Economy*

How to Minimize the Risk

ATTN: Small Business Owners and Entrepreneurs

You are invited to attend the

FRANCHISE *EXPRESS*

Owning a B2B, Retail, Auto, Food or Consumer Service Franchise
How to minimize the risk in a down economy

Tuesday, March 23, 2010 8:30 am – Noon

Falls Church City Community Center

223 Little Falls Street Falls Church, VA 22046

Register at: www.vastartup.org or call: 804.371.8131

Franchise Express is a series of **FREE** workshops offered throughout Virginia that provide interactive discussions and exercises covering key elements of business practices, hosted by your Virginia business partners.

EXTRA: International Franchise Expo – April 9-11, 2010
Washington, DC

Presented by:

Virginia Department of
Business Assistance
FranNet of Virginia
M&T Bank
Nixon Peabody
Fairfax Small Business Development Center

Sponsored by:

City of Falls Church
Economic Development Office

Falls Church Chamber of
Commerce

Segments Will Include:

- HOW TO RESEARCH EXISTING BUSINESSES AND FRANCHISES
- HOW CAN I MINIMIZE MY RISK ?
- MARKETING STRATEGIES
- WHAT ABOUT FINANCING ?
- WHAT DOES IT TAKE TO SUCCEED ?
- AVAILABLE RESOURCES